



1040 2nd Street, Suite 103
Sturgis, SD 57785



HAPPY HOLIDAYS!

Upcoming Events and Activities

City offices will be closed on Wednesday, December 25 for Christmas and Wednesday, January 1 for New Years. Trash that is normally picked up on Wednesdays will be picked up on the Tuesday prior to the holiday.

Community Christmas Tree Lighting Ceremony - December 6 at 5:00 p.m. at the Second Street Plaza. Music, Stories & a visit from Santa.

Community Christmas Concert - Sunday, December 8 at 2:00 p.m. at the Sturgis Community Center.

Legos at the Library - December 9 and 23 at 3:30 p.m.

Story Hour - Tuesdays and Wednesdays at 10:00 a.m. at the Library.

Holiday Social - Friday, December 13 from 3:30 - 5:30 p.m. Music, food & fun at the Library. Special guests Jami Lynn & Paul Peterson will be performing.



Would you like to receive the SIP via e-mail instead of in the mail? Just let us know and we will make it happen! Send your info to csteele@sturgisgov.com. You can also read the SIP online at sturgis-sd.gov.

Upcoming Meetings

Sturgis City Council: December 2 and 16 at 6:30 p.m. at the Erskine Building. Note: If you want to be scheduled on the City Council agenda, you must notify the Finance Office by 4:00 p.m. on Monday the week prior to the Council meeting.

MUB: December 11 at 8:00 a.m. at City Hall, Room A.

Planning and Zoning: December 3 at 5:30 p.m. at City Hall, Room A.



Sturgis Information Publication

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City Presents Rally Funds to Local Charities

The City Council recently presented checks on behalf of the Sturgis community to several non-profit groups. The funds were generated from the 2013 Sturgis Motorcycle Rally.

The City makes an annual donation equal to 5% of yearly corporate sponsorship revenues to the Sturgis Rally Charities group, which in-turn, provides funding to several area charities. The 2013 donation was for \$15,549.67.

The City also holds an Annual Mayor's Ride during the Rally. Those proceeds help fund the Sturgis Volunteer Fire Department, the Sturgis Police Reserves and the Deadwood VFW & Wounded Warriors Fund. The Deadwood VFW actively participates in the organization and execution of the Mayor's Ride.

Donation Summary:

Sturgis Rally Charities	\$15,549.67
Sturgis Volunteer FD	\$11,000.00
Sturgis Police Reserves	\$10,000.00
Deadwood VFW	<u>\$ 2,000.00</u>
Total 2013 Donations	\$38,549.67



Photo courtesy of Meade County Town Hall

November 18, 2013 - Sturgis Volunteer Fire Department members San Monahan, Brett Lyons, Bob Kusser and Cindy Swenby receive a check from the City for \$11,000. Funds were generated from the 2013 Sturgis Mayor's Ride, an annual event designed to raise money for local volunteer fire and police organizations as well as other charitable groups.

Snow Route Designations Aid Plowing Efforts

Snow routes are designated by the Police Department, Public Works Director and City Manager. Often, these routes are the major streets within the community and those streets leading to and around schools. Residents living along a Snow Route are required to park their vehicles off the street when the National Weather Service has forecast four or more inches of snow within 24 hours. By having the street clear of vehicles, plows can clean the entire route very quickly.

The City recently added Third Street from Lazelle to Shephard as a Snow Route. The designation was made after a request was received from the School District. Even though Sturgis Williams Middle School is currently closed, the area still functions as a school bus hub.

All Snow Routes are clearly marked. Failure to remove vehicles parked on a designated Snow Route during an enforcement period may result in a ticket and vehicles are subject to being towed.



JOIN US FOR SOME CHRISTMAS CHEER

Holiday Expo - December 6-8 at the Community Center. Stop by and pick up some great holiday gifts from our local vendors.

Parade of Lights - December 6 at 6:00 p.m. The parade will begin at the south end of Anna Street; it will travel north on Junction to Main, then west to 4th and north to the lot next to Lynn's Dakotamart.

Chili Feed - Soup and Chili supper after the parade at the Community Center.

Activities at the Plaza - December 7 starting at 5:00 p.m. Candy & cookie contest, music and stories with Santa followed by the Community Christmas Tree Lighting Ceremony.

Community Christmas Concert - December 8 at 2:00 in the Community Center Theater.

For a full schedule of events, visit the SturgisAreaChamber.com website.



Library News

The Sturgis City Library has expanded their resources to include the *Chilton Library* that offers on-line automotive repair manuals and *Mango Language Courses* featuring over 60 languages on-line.

These resources are available through the State Library e-resources Program and are accessible from home with a Sturgis Public Library Card.

For more information about obtaining these resources, contact the Sturgis Public Library at 347-2624.



Holiday Hours at the Library

Closing at 4:00 pm on Christmas Eve
Closed on Christmas

Closing at 4:00 pm on New Year's Eve
Closed on New Year's

Sturgis Businesses Re-open Following Storm Damage

It took a lot of hard work, but many of the businesses who were forced to close following the October blizzard have reopened; some in new locations.

Scott Peterson Ford has moved their Parts and Service Center from their former location on Junction to 940 Dickson Drive on the south side of Exit 32. Flex Fitness has also reopened at a new location, 2885 Vanocker Road.

The UPS Service Center located on the Whitewood Service Road has been operating out of a temporary trailer at the same location while they prepare plans for a new building in the same location.

Campbell's Supply is building a new store at their same location on Avalanche Road. The old store has been demolished and they hope to be open by early spring.

Thank You to KBHB for keeping the citizens of Sturgis up to date on current news and events. Your efforts to keep the public informed during the recent blizzard was much appreciated!

KBHB 810 AM

KBHBradio.com & KBHB Radio on Facebook

There will be Christmas tree recycling collection areas set up on Ballpark Road near the Fire Station and at the Exit 32 recycling area. Both sites will be open from December 26 until January 24.



Sturgis Liquor

Join us on December 6th
From 1 - 6 pm for Holiday Cheer
and great food from the Knuckle.

Open until 5 pm Christmas Eve
Closed on Christmas day.



Employee Spotlight - Sponsorship Agency

In early 2013, the City entered into an agreement with Legends Sales & Marketing (LSM) to exclusively represent the City in our future corporate sponsorship and marketing sales pursuits related to the legendary Sturgis® Motorcycle Rally™.

Legends is a pioneering sports and entertainment company with national and international reach. The Rally staff under the direction of the Council's Sponsorship Committee works directly with Legends to maximize revenue streams through the sales and consulting of sponsorships as well as all other facets of advertising and event promotion opportunities. Legends oversees all sponsorship-related inventories for the City, including signage, landmarks, advertising, VIP hospitality, media and promotional opportunities. Legends has also been tasked with growing and expanding the sponsorship and marketing platforms in order to better leverage the world-renowned "brand" that is the Sturgis® Motorcycle Rally™. We are pleased to report that the City saw increases in gross revenues from the 2013 Rally Sponsorship Program as a result of our relationship with Legends. We are very excited to see what ideas and innovations they will bring to the table for future rallies.

2013 Rally Summary

At the October 18 City Council meeting, the City Manager presented the 2013 Rally Summary.

According to the report, the City of Sturgis made nearly \$585,626 from this year's Rally. The profits were reinvested into the Community Center, Parks and Library. The City collected \$171,120 in advertising sales and an additional \$316,616 in property rentals. Sturgis Liquor had a record year for sales taking in \$401,380 in sales during the 10 day event. Increased vendor activity on the lot at the Liquor Store helped increase foot traffic and sales inside the store.

The City reduced spending in several areas with the exception of tipping fees paid to the Belle Fourche Landfill for disposal of 594 tons of trash.

A full report of Rally income and expenses can be viewed on the city website at sturgis-sd.gov under the Rally Department tab.

Statistics for the 2013 Rally

Description	2013	2012
Estimated Attendance	467,338	445,700
City Vending Licenses	734	675
City Sales Tax Collections	\$240,084	\$216,797
SD Dept of Tourism Tax Collections	\$178,126	\$161,404
Arrests (non-traffic)	185	218
Tons of Trash Hauled	594.42	580.71

Contact Information

City Hall 347-4422
City Attorney 347-4422
Code Enforcement and Inspections 347-4422

Finance Office 347-4422
Human Resources 347-4422
Rally Department 720-0800
1040 2nd Street

Community Center 347-6513
5:00 - 9:00 Mon. - Fri.
8:00 - 8:00 Sat.
Noon - 5:00 Sun.
1401 Lazelle Street

Fire & Ambulance 347-5801
Emergency 911
7:00 - 5:00 Mon. - Fri.
1901 Ballpark Road

Library 347-2624
8:30 - 7:00 Mon. - Thur.
8:30 - 5:00 Fri.
8:30 - 4:00 Sat.
1040 2nd Street

Liquor Store 347-5983
8:00 - 9:00 Mon. - Sat.
10:00 - 6:00 Sun.
1075 Lazelle Street

Parks Department 347-9018
8:00 - 5:00 Mon. - Fri.
1920 Ballpark Road
Shelter Reservations call
347-4422

Police Department 347-5070
Emergency 911
1400 Main Street

Public Works 347-3916
7:00 - 4:00 Mon. - Fri.
1057 Dudley Street
Rubble Site

8:00 - 5:00 Tue. - Fri.
8:00 - 12:00 and 1:00 - 5:00
Mon. and Sat.

Water Department 347-4425
8:00 - 4:45 Mon. - Fri.
1040 2nd Street
After Hours Emergency call
Police Dispatch 347-2573
Drop boxes:
2901 Vanocker Canyon and
City Hall 1040 2nd Street